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UNITED STATES NAVY PUBLIC AFFAIRS ALUMNI ASSOCIATION

# SIGHTINGS

VOLUME 13 ISSUE 1

FEBRUARY 2007

## There's Still Room at the Inn

# Reunion XI Early Bird Registration Closing Soon

It's not quite last call, but it's getting close for reservations for the USNPAAA Reunion XI March 25 to 27 in Ponte Vedra Beach, Fla. As winter weather grips most of the country, those warm Florida temperatures look better and better. The average March temperature for the Jacksonville area is 75 degrees.

Registration still is \$185 per person through Feb. 23, mere days away. After that, the rate increases to \$195.

The Ponte Vedra Inn still is accepting reservations at the rate of \$159 per night—while rooms last. The association has exceeded its guaranteed room book and all of the rooms now are on the open market. That means that USNPAAA members will get the preferred rate IF rooms are available. But once they're gone, they're gone.

With nearly 80 members, spouses and friends registered already, there is no time to delay.

Reunion activities get underway Sunday evening with the traditional welcome reception with hors d'oeuvres and a cash bar. Monday opens with breakfast and a brief association business meeting before really getting down to business—with sessions on our own public affairs community history, a panel discussion on public affairs lessons from Vietnam and Iraq, a

luncheon address by current CHINFO RADM Gregory Greg Smith and a presentation by CENTCOM representatives.

USNPAAA President Brent Baker has more to say about the program in his column and in other articles in this issue.

It not all business, though, because Monday afternoon offers free time to socialize and enjoy the surroundings and faculties of the inn before the closing dinner. The Ponte Vedra Inn and Resort has a world-class spa; the resort recommends making reservations directly with them in advance of your arrival. There also are two championship golf courses and major tennis facilities. If you want a starting time(s) or reserved court time, email Jim Finkelstein at [jbf38@earthlink.net](mailto:jbf38@earthlink.net) or call him at (703) 615-5863.

As in past reunions, the hospitality suite promises to be a lively gathering place with drinks, snacks, stories and other lies.

Reunion registrations may be sent to USNPAAA, 6119 Larstan Drive, Alexandria, VA 22312. The fee includes all programs and meal functions. Make hotel reservations directly with the Ponte Vedra Inn, [www.pvresorts.com](http://www.pvresorts.com).

Who's Signed Up (Thus Far)?

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# View from the Bridge

As I write this, its ice cold outside here in Boston. But, I am warm inside the house and thinking of sunny Florida skies. I smile as I think of seeing all of you coming to the Reunion XI in Ponte Vedra. We will be at about 80 members, plus spouses and guests. My hat's off to Jim



Finkelstein and his task force working on the reunion to make it a wonderful event.

The program is still in the works, but the reunion theme is "Back to the Future!" A lot of us see sad refrains from our Vietnam days coming from Iraq these days.

A speaker from Central Command in Tampa will give us an update of the Iraq War. (By the way, CAPT Bob Prucha is back at CENTCOM as the civilian deputy PAO.)

We will have a panel on "The Vietnam War—Lessons Learned Linked to the Iraq War." The panel includes COMSEVENTHFLT Det Charlie veterans RADM Jack Garrow, CAPT Jack MacKercher and CAPT Bill Graves. RADM Greg Smith, CHINFO, and Bob Prucha will round out the panel to balance with the current Iraq War view.

The traditional welcome aboard reception is Sunday night. We have twist at this reunion; you can hit a golf ball right off the terrace by the room where we are enjoying ourselves. The green is on a small island!

Our luncheon speaker on Monday is RADM Smith with the traditional CHINFO update remarks on "What's Happening Now!"

We will have an interesting conversation with CAPT Buzz Lloyd, one of the best-known members of the original 40 Thieves. If any of you have Buzz Lloyd stories, send to me, bakercom@comcast.net, or call (508) 650-3559. There is a separate article about Buzz in this Sightings. I know you will enjoy meeting him at the reunion.

On Monday night we have the traditional dinner, which Jim Finkelstein says will be

*SUPER*. Jim has been working overtime on this reunion, so we know it will be one to long remember.

Finally, we will give all attendees copies of the late CAPT Ed Castillo's "U.S. Navy Public Affairs History: Part I: The First Hundred Years (1861-1961)." I also intend to distribute copies of the "Public Affairs History: Part II: (1961-1973," which covers the Cuban Missile Crisis and the Vietnam War. If you won't be at the reunion and would like a copy of these documents, please email me at bakercom@comcast.net.

Please bear in mind that these histories are "drafts." We hope that members will read the history and say, "I have a first-hand account I'd like to include." We are open to input from all hands!

An excerpt from the Part II history about the start-up of CENTCOM and the role of CDR Milt Baker is available on the association website: [www.usnpaaa.org](http://www.usnpaaa.org). I encourage you to check it out; it's a good example of how a personal narrative can enhance our history.

That's all for now. I look forward to seeing you on the beach at Reunion XI.

All the best!

—Brent Baker

## Who'll Be There ?

Here are the reunion attendees registered as of press time. Shouldn't your name be among them?

There's still time to register before the late fee kicks in Feb. 23.

Milt and Judy Baker, Brent and Malinda Baker, Jerry Bastarache, Chris Baumann, Ken Beachler, Barton and Patricia Buechner, Robert Brett, Russ Bufkins and Joan Ingoldsby, Jerome Cleveland, Tom and Mary Ann Coldwell, Charles Connor, Donald and Susan Dvornik, Jim and Kay Finkelstein, Jack and Layne Garrow, Bill Graves, Brian Gray, Larry and Barbara Hamilton, Darlene Jensen, Paul and Maxine Kaufman, Chuck and Martie Klee, George and Vonnie Kolbensschlag, Wes and Sarah Larson, Bob and Wendy Lewis, James and Regina Mathews, Jim and Lucretia McCain, Evelyn Moy, Trish McMillan and Jay Jakobasz, Bobby and Carolyn Lincoln, Jim and Marcia Nemer, Jim and Alice Noone, Jerry and Carolyn Pape, Alice and Bob Prucha, Michael and Bonnie Schmitt, Robert and Micki Ravitz, Donna-Grace Schwenter, Erv and Eve Sharp, Timothy and Penny Siggia, Troy and Sheri Snead, Bill and Dorothy Thompson, Richard and Easter Thompson, Robert and Sandra Vail, George and Barbara Vercessi, Jeff and Susan Zakem.

# The "Forty Thieves" Were Our Navy PA Pioneers

*Excerpt from the history of the public affairs community compiled by Captain Edmund Castillo*

In January 1946, in an effort to hold its public relations organization together, the Navy Department sent a message to all ships and stations asking officers of "all grades regular and reserve qualified for duties connected with public information" to volunteer for such an assignment. It specifically called for "reserve officers having backgrounds of public relations, newspaper work, advertising, radio or writing experience or graduates in journalism, or regulars with inclination or aptitudes for public relations work," and agreed to consider retaining reserves who were willing to delay their release from active duty.

The following March, another announcement was made inviting officers to apply for appointments as public information specialists in the Regular Navy. Legislation authorizing such appointments was still pending, but it was planned to appoint the officers under the Engineering Duty Only authorization and re-designate them when Congress granted authority. Provision for the appointment of specialists was granted the following year in the Officer Personnel Act of 1947.

Between June 1946 and April 1947, 48 officers were selected for designation as public information specialists. Ten declined the appointments. Two more were selected in subsequent months, bringing the total to 40. They included three officers whose names already have appeared in this [more extensive] history: CDR Harry E. Cross, whose flagship was the scene of the first Japanese surrender at the end of World War II; and LCDRs Frank A. Manson and John C. Parry. The author of this history, an Ensign at the time, was the junior selectee. The initial rank distribution of this group, which later began calling themselves "The Forty Thieves," was more than a little unbalanced: 11 Commanders, 12 Lieutenant Commanders, 11 Lieutenants, four Lieutenants (junior grade) and one Ensign. Although later augmentations somewhat smoothed the curve, the specialty remained

crowded in the upper ranks for several years, a fact which later adversely affected promotions above the grade of Lieutenant Commander for some year groups and led to the loss of some highly qualified officers.

Early in 1947, personnel plans called for 143 public information officer billets, most of them ashore. As only 40 were designated for specialists, the remainder would have to be filled by

## The Original "Forty Thieves"

Allen, Arthur A., CDR, PIO, CINUSNAVFOR, EASTLANT/MED  
Allyn, Rex M. T., LT, Assist Admin, Office of PR, Navy Department  
Aston, Arthur H., CDR, PIO, COMWESTPAC  
Awtrey, Hugh R., CDR, Security Review Officer, Office PubInfo Division, Navy Department  
Bauernschmidt, John E., LCDR, Navy Instructor, Army Information School  
Burke, C. H., CDR, PIO, Severn River Naval Command  
Castillo, Edmund L., ENS, PubInfo COMNINE  
Chambliss, William C., CDR, PIO, CINCPAC  
Cross, Harold E., CDR, PIO, CNO, Navy Department  
Dennis, George, Jr., LCDR, All Hands Editor  
Diebler, W.B., LCDR, Press Section, PubInfo, Navy Dept.  
Dowdell, James S., LCDR, PIO, CINCPAC Staff  
Doyle, A.R., LT, Executive Officer, Fleet Hometown News Center  
Ellis, Walter J., LT, Press Section, PubInfo, Navy Dept.  
Glenn, Hardy, LT, Assistant to Director, PubInfo, Navy Dept.  
Gormsen, John H., LT, PIO Naval Training Center, Great Lakes  
Griffin, Harry K., LT, PubInfo COMONE  
Hagerty, William J., T, PubInfo COMTWELVE  
Halloran, Edward R., CDR, Training and Liaison, PubInfo, Navy Dept.  
Holton, H.H., CDR, initial duty station not known  
Hunsaker, Owen O., LTJG, Special Activities, PubInfo, Navy Dept.  
Jacoby, Edmond M., LCDR, PubInfo, COMELEVEN  
Jenkins, James E., LTJG, PIO, CINCPAC Staff  
Levick, John H.K., CDR, Pictorial Officer, PubInfo, Navy Dept.  
Lloyd, F.M., LCDR, NAS Lakehurst, NJ  
Lovas, A.J., LT, PubInfo COMTHREE  
Lumpkin, Pickett, LCDR, Magazine and Book, PubInfo, Navy Dept.  
Manson, Frank.A., LT, Commander Secy's Committee on Research-Reorgan  
Mereness, Robert H., LT, Special Activities, PubInfo, Navy Dept.  
Parry, John C., LCDR, Speech Section, PubInfo, Navy Dept.  
Perry, Thomas M., Jr., LT, Pictorial Section, PubInfo, Navy Dept.  
Read, Samuel H.P., CDR, PIO COMONE  
Rogers, Robert A., III, LT, PubInfo COMNINE  
Shipman, John R., CDR, PIO Recruiting Section, BUPERS  
Studebaker, Marvin E.F., LCDR, PubInfo COMTHIRTEEN  
Wade, Kenneth, W., LTJG, PubInfo COMEIGHT  
Wannamaker, D.N., LCDR, Special Activities, PubInfo, Navy Dept.  
Whitney, W.W., LT, Special Activities, PubInfo, Navy Dept.  
Wornom, Samuel J., LCDR, PubInfo COMFIVE  
Zornow, Gerald P., LTJG, Special Activities, PubInfo, Navy Dept.

unrestricted line officers or reserves. This number later was increased to 194, but there continued to be a severe shortage of qualified non-specialists in the Regular Navy and qualified Naval Reserve officers available on active duty. The qualifications of a few of the first 40 specialists selected and of some reservists retained on active duty also were somewhat questionable. Thus in the late 1940s and early 1950s, many important public information billets were filled by unrestricted line officers whose qualifications in public relations were marginal or worse, or by reservists or newly designated specialists whose naval experience and public relations qualification also sometimes left much to be desired. This situation not only worked against the interests of the Navy but also gave the public information field a poor reputation within the service, making the work of the qualified public information officers that much more difficult.

## Meet “Buzz” Lloyd, One of the Original “Forty Thieves,” During Reunion XI

by Brent Baker

One of the Reunion XI program features will be a conversation with CAPT Frederick M. “Buzz” Lloyd, USN (Ret), one of the public affairs community’s original “Forty Thieves.” Buzz, who is now 93, lives in Jacksonville with his wife Jody.

Buzz joined the Navy in 1942 as an aviation cadet. He was commissioned an Ensign, and won his naval aviator “wings of gold” as a lighter-than-air pilot in 1943. In 1947, then LCDR Lloyd was on the admiral’s staff at NAS Lakehurst. His boss, RADM C.E. Rosentahl, read the 1946 Navy message seeking applications for officers to apply for the new designation as public information officers. Since Lloyd was a good writer and a natural public information officer, Rosentahl encouraged him to apply.

In 1947, Lloyd was selected as one of the original 40 public information officers. At that time, RADM Min Miller was director of the Office of Public Relations (OPR), which was the PR Office until the office of CHINFO was created in 1950.

After selection for 1650, Lloyd was first assigned to the Chief of Naval Air Reserve

Training at NAS Glenview, Ill. His boss was RADM E.C. “Eddie” Ewen, a naval aviator. In 1948, Ewen was ordered to Washington as the new Director of Public Relations and he took Lloyd with him. Lloyd was assigned to the Special Events Branch of the Office of Public Relations (OPR).

Lloyd was next assigned as Naval Air Force Pacific Fleet Public Information Officer, which was then at NAS Ford Island, Hawaii. During this time at Pearl Harbor, he took the NAS crash boat and, with the staff intelligence officer, began giving a narrative “Pearl Harbor tour” for visiting Hawaii VIPs.

Assignments followed at the Bureau of Aeronautics in Washington, the Armed Forces Staff College and CINCLANTFLT, where he was promoted to Commander and became deputy PIO.

While serving as the Naval Academy PIO, he made Captain two years early. Lloyd then was assigned to CHINFO, where he headed IO-200, the news division.

One day Lloyd had a conversation with RADM Adm. John S. McCain, who was CHINFO from 1962 to 63. The admiral ask Lloyd about his future plans and Buzz cited the fact that a 1650 Captain had no chance of going to a higher CHINFO assignment. At that time both CHINFO and deputy CHINFO were line officers.

The deputy CHINFO at the time was a submarine officer and he was retiring. McCain asked Lloyd, “Who of the senior 1650 captains might make a good deputy?” Lloyd mentioned Captains Jim Dowdell and Picket Lumpkin. McCain asked, “Who was senior?” Lloyd answered, “Jim Dowdell,” who was CINCPACFLT PIO.

McCain then decided to make the deputy CHINFO job a 1650 billet. In 1963 he ordered Dowdell from the Pacific Fleet to be the first 1650 deputy CHINFO. Lloyd relieved Dowdell in the Pacific Fleet billet. In October 1963, Lloyd moved to CINCUSNAVEUR in London and in 1966 he requested Ninth Naval District headquarters at Great Lakes, Il., for his last assignment. CAPT Lloyd retired in 1967 after 25 years on active duty.



CAPT Buzz Lloyd

# Reunion Panel Will Explore Vietnam and Iraq Parallels

by Brent Baker

The idea of the Reunion XI Vietnam-Iraq panel came from a New York Times commentary by Thomas Powers, "The War Last Time." He wrote, "...a turning point has been reached in Iraq. ...I am reminded of a similar moment 41 years ago, when Lyndon Johnson was facing the bleak but imminent prospect of his South Vietnamese ally's collapse in Saigon. This year was 1965, and Johnson had just been overwhelmingly reelected president over Senator Barry Goldwater on the oft-repeated campaign pledge not to send American boys thousands of miles away to fight a war that Asian boys ought to fight.

"Johnson's advisors put it to him straight: Saigon was going to lose, Hanoi was going to win, and there wasn't much time to waste. The choice was clear; lose the war or expand the war, find a formula of words to mask failure or send more troops and increase the bet on the table. Johnson chose to expand the war."

Forty-two years later, in 2007, President George Bush decided to send more troops into Iraq (about 20,000) to help win the security battle of Iraq and to hopefully end the sectarian violence. Now, we can look at some other similarities to Vietnam.

## The Beginning Politics

The Vietnam War, as far as the active American combat role, began after the August 4, 1964, Tonkin Gulf Incident. Congress passed the Tonkin Gulf Resolution, which President Johnson used as his "ticket" to widen the war. He introduced half a million combat troops and the routine bombing (Rolling Thunder) of North Vietnam.

In 2003, after many warnings about Iraq having nuclear weapons and biological weapons, Congress passed a resolution to support the president in taking necessary military actions in Iraq.

During Vietnam, many members of Congress, including Senator J. William Fulbright, said they

were misled in passing the Tonkin Gulf Resolution. In 2007, many in Congress, including Senator Hillary Clinton, say they were misled in passing the 2003 Iraq resolution.

## Religion

In Vietnam, the government was dominated by a Catholic elite who often fought with the Buddhist majority in South Vietnam. The Vietnamese government in 1963 and 1966 attacked Buddhist Pagodas. LCDR Fred Snyder was one of the first U.S. Navy PAOs to serve in South Vietnam. He served on the MACV public affairs staff from

March 1963 to March 1964. He also recalled the Buddhist versus the Catholics political struggles in Vietnam, which relate in a way to Sunni and Shiite battles in Iraq today

From the U.S. Navy Public Affairs History Part II comes this excerpt: "On May 11, 1963, CDR Snyder was the MACV escort officer for the Saigon visit of William Randolph Hearst, Jr. The United States Information Service (USIS) was the visit

sponsor. As Snyder was leaving the Carravelle Hotel, where Hearst was staying, he began walking through the lobby, which was full of reporters, photographers and film cameramen. There was a shout from the door and the lobby immediately emptied "like a swarm of locusts" leaving the hotel. Arriving back at the MACV offices, Snyder was informed that the swarm of media representatives had rushed to a main downtown Saigon intersection, where a Buddhist Bonze (monk) doused himself with gasoline and burned himself to death. On June 11, 1963, a photograph taken by Malcome Brown (Associated Press) showed the Buddhist monk burning. The AP photo appeared around the world.

In Buddhist demonstrations that followed, the Diem regime reacted with Vietnamese police violence. Diem attempted to plant evidence in a



Saigon pagoda to tie the Buddhist to the Communists, but Diem failed to convince anyone of the Communist-Buddhist tie-in.

### **Nature of the War**

Vietnam was an “insurgency war,” where the Viet Cong could be anywhere and anyone could be the enemy. Bombs went off in Saigon as the Brink Hotel (a military housing facility) was attacked. The Vietnam-era soldiers and Marines never were quite sure who was a civilian and who was an enemy. Even during the initial conquest of Iraq in 2003, the Iraqi Army seemed to disappear, and small groups of insurgents attacked the U.S. forces and their supply lines. Today, the war in Iraq is much like the Vietnam insurgency. The insurgency problem in Vietnam led to civilian killings at My Lai. In Iraq four Marines were charged with murder in the killing of two dozen Iraqi civilians, including at least 10 women and children in Haditha.

### **The Government**

In Saigon there was a series of weak and corrupt governments, which never had the support of a clear majority of the Vietnamese people. In Iraq today, there is a weak government, widespread corruption, and clear doubts about the public support of the Iraqi government.

### **News Media**

There were major differences in technology and numbers of news media in Vietnam and Iraq wars. There were no TV satellites during most of the Vietnam War. In the beginning (until 1965) newspaper coverage dominated the war and then television (film not videotape) found the TV war and the war found itself in American homes. There was no CNN in the Vietnam War.

The number of news media in Vietnam at its high was about 500. Reporters could hitch a ride almost anywhere and they did voluntarily “embed” themselves for some battles. However, to say there was no censorship in Vietnam is to not understand how much information was withheld from the press and the public.

In Iraq, beginning with the first war, the sheer numbers of media showing up (now in the thousands) and new 24-hour news channels led to the need for news pools and later to a policy of embedding. Now in Iraq, the news media are back to the Vietnam model of “freedom” of movement, subject to the local security situation. The majority of the Iraq press corps is located in hotels in

Baghdad, just as the press was located in hotels in Saigon. They make short trips to cover the war, as they did in Vietnam. Today in Iraq, the press has to deal with foreign government authorities, as well as American officials and military, as they did in Vietnam.

### **American Public Support**

Finally, in the Vietnam War, Americans initially backed three presidents (Eisenhower, Kennedy and Johnson) and supported the war until about 1968. After the 1968 Tet Communist offensive, the majority of Americans changed their minds about Vietnam. Recall that 1965 was the first year American combat troop involvement really began, and related war casualties began to increase. After the 1968 Tet, the anti-war demonstrations increased and public opinion turned against the war. So, in the period from 1965 to 1968 (a period of three years) Americans changed their opinion about the war 180-degrees.

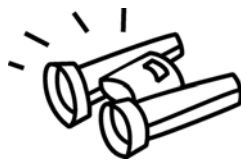
In Iraq, Americans again backed their presidents (Bush I and Bush II) in the first Iraq war in 1991 and in the second Iraq war in 2003. But, as the Iraq war dragged on and became a full-blown domestic insurgency, a majority of Americans have turned against the present Iraq war. So, in the period 2003 to 2006 (a period of three three years) Americans (like in Vietnam) have changed their mind about the Iraq War.

The Vietnam and Iraq wars continued to grow, as did the opposition to the war from people wanting the scarce national resources to be better spent on solving domestic problems. In Robert Dallek’s book about President Johnson, “Flawed Giant,” he pointed out that some of President Johnson’s closest advisors, including National Security Advisor McGeorge Bundy, felt at the time [1968] that there was more going on than just anti-war feelings. Dallek wrote, “Bundy was right; something more than Vietnam was at work here. Antagonism to established authority, a preference for curing domestic ills, and a growing cynicism about Cold War homilies are some of the tensions that agitated protestors during the decade.”

If one changed “Cold War homilies” to “War on Terrorism homilies,” the Dallek statement would apply to 2007 and Iraq.

I hope attendees at Reunion XI will think about these Vietnam and Iraq parallels during the Vietnam-Iraq panel on March 26.

# Recently Sighted



**Gordon Peterson** left General Dynamics and the Coast Guard's Deepwater Program in January to serve as Virginia Senator Jim Webb's military legislative assistant on Capitol Hill. Earlier, in October, he ran the Marine Corps Marathon in 4:55:23 as a member of the national team benefitting St. Jude Children's Hospital.

This was Gordon's fifth year on the team and he would like to thank his former shipmates in the public affairs community who made such generous donations to help him raise \$7,504 for the kids at St. Jude's. This brought his five-year total donation for this event to \$24,900.

An article in the Fall/Winter 2006/2007 issue of Pull Together, the magazine of the Naval Historical Foundation, gives credit to the late **Bill Eibert** for the important role he played during the nation's bicentennial celebration. As a member of the CHINFO office overseeing Navy participation in the 1976 bicentennial (an office eventually placed under the direction of the secretary and headed by **Brayton Harris**), Bill proposed authorizing every Navy commissioned ship to fly a specially produced flag in place of the traditional 50-star jack. Navy Secretary J. William Middendorf liked the idea.

After considerable research by Navy historians, the "Don't Tread on Me" jack was designed and produced in sufficient quantities to be delivered for the Navy's 200th birthday in October 1975. The flag was retired after the 18-month bicentennial observance concluded.

According to the Pull Together article, not all bicentennial ideas were as well received. When a senior civilian official suggested emulating Teddy Roosevelt's Great White Fleet by painting all the Navy's ships white, "Eibert helpfully reckoned the cost of the paint, the manpower needed to apply the paint and the cost of paint removal and transition back to haze grey when the bicentennial concluded. The official withdrew his request".

The "Don't Tread on Me" jack returned to fleet-

wide use for a year following the attacks of September 11, 2001, at the suggestion of Brayton Harris, who made the recommendation to CHINFO. At that time, then Secretary of the Navy Gordon England said, "the temporary substitution of this jack represents an historical reminder of the nation's and the Navy' origin and will to persevere and triumph."

Extremely reliable sources have informed Sightings that **Jim Finkelstein** recently was inducted into the Beverage World magazine Soft Drink Hall of Fame.

Our sources tell us the ceremony took place in Las Vegas in October where the non-alcoholic beverage industry was gathered for its tradeshow, InterBev, the American Beverage Association's annual meeting and board of directors meeting, and numerous other industry meetings. Hall of Fame recognition normally is reserved for long-time bottlers and the most senior executives from the trademark companies such as Coca-Cola, and Pepsi-Cola. Jim has worked in the beverage industry since retiring as Navy Chief of Information in 1989. He continues threatening a second retirement, but few believe him.

This display featuring **Tom Oxendine** has been on display in the North Carolina Museum of History for the last three years in an exhibit called "Pioneers in Aviation." The exhibit highlighted the Wright Brothers first flight in 1903. Along with the Wright Brothers, it showcased 18 other North Carolina astronauts, aces, and aviation pioneers.

Tom said he was "very honored to be included with such a distinguished group" and noted that "I was the ripe age of 19 in both photos."

Although he is a 1300 officer, Tom served several tours in public affairs billets.

